

Bertermann Floral Company collection S1961

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August 21, 2014

Describing Archives: A Content Standard

Rare Books and Manuscripts
140 North Senate Avenue
Indianapolis, Indiana, 46204
317-232-3671

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Summary Information

Repository	Rare Books and Manuscripts
Title	Bertermann Floral Company collection
Date	circa 1880-1900s
Extent	0.01 Cubic feet 1 folder
Language	English
Mixed materials [Folder]	S1961

Preferred Citation

Bertermann Floral Company collection, Rare Books and Manuscripts, Indiana State Library

Administrative History

Bertermann Floral Company was known as Bertermann Brothers in 1883. As the name implies, the owners were two brothers, John and William Bertermann. Both men were born in Prussia and moved to the United States in the 1870s.

They opened their first salesroom at 74 East Washington Street and their greenhouse at the corner of Liberty and New York Street. Later they moved to 241 Massachusetts Avenue and 226 North Delaware. In their salesroom they displayed a variety of cut flowers for any type of arrangement whether for a funeral, wedding, or to brighten up a home. They also carried other items, such as dried flowers and baskets that they used for decorating homes.

The three greenhouses had plants, flowers, and shrubs. The houses also provided a place for rare, exotic and native flowering plants to propagate. Throughout the history of the flower shop the Bertermann brothers and their descendants saw a change in the use of flowers. For instance, the popularity of the carnation grew tremendously, and was often used in funeral bouquets. Furthermore, boys did not buy flowers for their girls as often. . . "the bashful swain seldom today stops in the flower shop and buys a bouquet for his lady, as he did back in the 'horse and buggy days.'" Bertermann Floral Company served James Whitcomb Riley, Benjamin Harrison, Thomas Riley Marshall, and Booth Tarkington. According to the *Indianapolis Star*, Bertermann's had a national reputation for floral designs because of their use of color combinations.

Manufacturing and Mercantile Resources of Indianapolis, Indiana, 1883.

Indianapolis Star, September 11, 1938 p. 5 c 2.

"Bertermann Floral Company." Retrieved 2014/07/25. <http://www.in.gov/library/2485.htm>

Scope and Contents

This collection includes a printed bookmark from Bertermann Floral Company in Indianapolis, Indiana circa 1883-1900 regarding advertising.

Arrangement

This collection is arranged chronologically.

Administrative Information

Publication Information

Rare Books and Manuscripts

Conditions Governing Access

This collection is open for research.

Conditions Governing Use

Legal title, copyright, and literary rights reside with Rare Books and Manuscripts, Indiana State Library, Indianapolis, IN. All requests to publish or quote from manuscripts must be submitted to Rare Books and Manuscripts.

Custodial History

This collection was received by Rare Books and Manuscripts as a donation.

Accruals

No further additions are expected.

Processing Information

Collection processing completed 2014/07/25 by Edythe Huffman. EAD finding aid created 2014/07/25 by Edythe Huffman.

Controlled Access Headings

Geographic Name(s)

- Indianapolis (Ind.)

Subject(s)

- Bookmarks
- Floral arrangements
- Floral decorations
- Floral designers